

Capabilities Statement

**HELP
GOOD**

HelpGood LLC is a **marketing and communications agency** that powers lasting social impact. We help you reach, engage, and activate diverse communities across owned, earned, partner, and paid media.

VISION STATEMENT

To be the agency of choice for socially responsible organizations who want to engage the public, inspire behavior change, and advance the common good.

CORE COMPETENCIES

- Research and Strategy
- Branding, Campaign Creative & Content
- Website UI/UX Design and Engineering
- Marketing and Communications
- Paid Media Planning, Buying & Optimization
- Analytics and Evaluation

DIFFERENTIATORS

- 15 years leading social media for longest-running public service campaign.
- Helped launch Love Has No Labels, biggest public service campaign in history.
- Digital-first approach to integrated strategic communications plans and social marketing.

PAST PERFORMANCE



CERTIFICATIONS



- SAM UEID: KE22WQZ1V3U3 / CAGE: 7VNK9
- California: SB (Micro): 2005996
- LA County: LSBE: 094467, CBE: 094872, Social Enterprise: 092698
- City of LA: LGBTBE: 14977. EBE, SBE:2005996
- CPUC: LGBTBE, PDBE: 20519628

NAICS CODES

- 541613: Marketing Consulting
- 541430: Graphic Design Services
- 541511: Custom Computer Programming
- 541613: Marketing Consulting
- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 541830: Media Buying Agencies
- 541870: Advertising Material Distribution
- 541890: Other Advertising Services
- 541910: Marketing Research

CONTACT INFORMATION

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